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DOH-PINELLAS CELEBRATES NATIONAL BREASTFEEDING AWARENESS MONTH



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The Florida Department of Health in Pinellas County (DOH-Pinellas) recognizes August as National Breastfeeding Awareness Month, a time to celebrate, promote and support the importance of breastfeeding as a foundation of lifelong health for babies and mothers.

To mark the celebration, DOH-Pinellas encourages mothers, fathers and friends from all over Pinellas to join the local celebrations and show their support for breastfeeding families by attending a Global Big Latch On event.

Global Big Latch On events take place at registered locations around the world, where people gather together to breastfeed simultaneously and offer peer support to each other.

This year, several organizations in Pinellas are hosting Latch On events on Friday, Aug. 3 and Saturday, Aug. 4. **Official “Latch” occurs exactly at 10:30 a.m. to 10:31 a.m. for all events.**

Friday, Aug. 3 event times and locations:

- 10 a.m. to noon at The Next STEPP Pregnancy Center Community Room, 1221 22nd St. S. in St. Petersburg
- 9 a.m. to 11:30 a.m. at Johns Hopkins All Children’s Hospital Outpatient Care Center-Main Campus, 601 5th St. S. in St. Petersburg
- 10 a.m. to noon at Morton Plant Hospital Lykes Pavilion, 300 Pinellas St. in Clearwater
- 10:30 a.m. to 11:30 a.m. at Yoga Harbor, 1495 Indian Rocks Rd. #1 in Largo.
- 9:30 a.m. to 12:30 p.m. at Breath of Life Birth Center & Women’s Health Services, 1900 E. Bay Dr. in Largo

Saturday, Aug. 4 event times and locations:

- 9:30 a.m. to 12:30 p.m. at Myofascial Release and Wellness of Tampa Bay, 2245 49th St. N. in St. Petersburg
- 9:30 a.m. to 11:30 a.m. at Crunch Natural Parenting, 1599 Main St. in Dunedin

Aside from encouraging participation at the annual Latch On events, DOH-Pinellas has a well-established peer counselor program operating in conjunction with the supplemental nutrition program for Women, Infants and Children (WIC). Peer counselors promote breastfeeding among pregnant and post-partum clients enrolled in the WIC program through one-on-one education and endless support.

DOH-Pinellas peer counselors have extensive breastfeeding training and experience and are available to clients even after hours. Breastfeeding mothers, those who participate in the WIC program and those just looking for some extra help, can call the Breastfeeding Warm Line, 727-824-6997, and get their breastfeeding questions answered immediately.

Year-round, DOH-Pinellas peer counselors serve as breastfeeding advocates who work closely with the Florida Healthy Babies Initiative in Pinellas County, as well as the Tampa Bay Breastfeeding Task Force-Pinellas Chapter to inundate the public with information and resources on breastfeeding and safe sleep habits.

For information about the upcoming Latch On events, go to www.tbbreastfeeding.org/events.

For information about DOH-Pinellas, go to www.PinellasHealth.com or follow us on Twitter [@HealthyPinellas](https://twitter.com/HealthyPinellas).

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